



# STRATEGIC PLAN

2019 - 2023

LONG POINT REGION CONSERVATION AUTHORITY

# LONG POINT REGION CONSERVATION AUTHORITY

Long Point Region Conservation Authority (LPRCA) is a special purpose environmental body that works in partnership with the provincial and federal governments, our eight member municipalities and the community to protect, restore and manage the natural resources and features in the Long Point Region Watershed.

LPRCA is one of 36 Conservation Authorities in Ontario and was formed in 1971 as a result of the amalgamation of the Big Creek Region (1948-1970) and Otter Creek Conservation Authorities (1954-1970). We provide quality of life and value-added services to residents through our programs including watershed management, erosion control and mitigation, flood forecasting and warning, recreation, water quality and quantity monitoring, plan input and review, environmental education and stewardship. As a leader in environmentally-sustainable practices and responsible stewardship, we look forward to strong continued collaborations to achieve the objectives of our Strategic Plan.



# VISION

Working together to shape the future well-being of our watershed.

# MISSION

LPRCA is committed to collaborating with partners, residents, and users to:

- Deliver excellent services and experiences;
- Protect, advance and rejuvenate the watershed; and
- Optimize the health and well-being of the watershed through education and best practices.

# VALUES

## INNOVATION

Leveraging technology to optimize operations and streamline processes essential to our success.

## ACCOUNTABILITY

Adhering to the highest standards of personal, professional and corporate responsibility.

## COMMUNICATION

Listening to the needs of those we serve in order to serve and support them.

## TEAMWORK

Working internally and externally together to serve others.

# MESSAGE FROM THE BOARD CHAIR AND GENERAL MANAGER

On behalf of the Long Point Region Conservation Authority, we are pleased to present our five year strategic plan which identifies our strategic directions for 2019-2023. The Long Point Watershed is an extraordinary place and the people that live here are committed to the community and take pride in the unique characteristics of the region. We have a responsibility to protect this watershed, for today and tomorrow.

The Strategic Plan is a result of consultation with our Board of Directors, staff, municipal partners, and the public who are equally committed to protecting the Long Point Watershed. These meaningful contributions will set forth the tone for the next five years and lasting benefits for current and future generations.

While this plan identifies some new objectives and strategic direction, we continue to be committed to our core mandate to protect people and property from flooding and other natural hazards, safeguard and enhance the water and natural places, provide education and engagement with our residents and connect people with the environment.

As we move forward over the next five years this plan will provide both a blueprint and a roadmap to build on and enhance all facets of our organization. It guides us, yet provides enough flexibility to meet the changing environment. The goal of this plan is to have a positive impact both within our organization and across our watershed.



**Mike Columbus**  
Chair, Board of Directors



**Judy Maxwell, CPA, CGA**  
General Manager/Secretary-Treasurer

# OUR WATERSHED

The Long Point Region Watershed is home to approximately 98,000 people and covers an area of 2,782 square kilometres. Our Watershed encompasses the entire Municipality of Bayham and the Town of Tillsonburg; most of Norfolk County; and portions of Haldimand County, the County of Brant, the Township of Norwich, and the Townships of Malahide and South-West Oxford.

The Long Point watershed is situated on the north shore of Lake Erie and is part of the Lake Erie Water Basin. The watershed is made up of six main sub-watersheds areas: Big Otter Creek, South Otter/Clear Creek, Big Creek, Dedrick/Young/Hay Creek, Lynn River/Black Creek, and Nanticoke/Sandusk/Stoney Creek. The Watershed is drained by more than 30 creeks and tributaries with 225 kilometres of Lake Erie shoreline. LPRCA owns over 11,000 acres of land that includes 13 water-control structures and five conservation areas with campgrounds.

The Long Point Region Watershed falls within the Deciduous Forest Region of Canada also known as the Carolinian Forest Zone. There are significant pockets that include species such as the Tulip Tree, Black Gum, Sassafras, Flowering Dogwood and Cucumber Tree. These tree species are rare in Canada and occur naturally only in southern parts of Ontario, north of Lake Erie. There are 85 species at risk found in the Long Point Region watershed, including 14 reptiles and amphibians, 30 birds and insects, 14 fish and mollusks, 23 plants and mosses, and 4 mammals.

Our watershed is diverse. It contains varied natural landscapes, ecosystems and natural areas, which supports a rich biodiversity that provides the foundation for a healthy watershed. LPRCA works with our municipal partners, stakeholders, as well as an actively engaged community who contribute to support the development of a thriving, resilient, and economically sustainable watershed.



# LPRCA WILL PURSUE ITS VISION OVER THE COMING FIVE YEARS GUIDED BY THESE FOUR STRATEGIC DIRECTIONS:

1

*PROTECT PEOPLE  
& PROPERTY FROM  
FLOODING & NATURAL  
HAZARDS*

2

*DELIVER EXCEPTIONAL  
SERVICES & EXPERIENCES*

3

*SUPPORT & EMPOWER  
OUR PEOPLE*

4

*ORGANIZATIONAL  
EXCELLENCE*

These four strategic directions are where we will focus over the next five years, providing LPRCA a foundation to realize our objectives in achieving our vision of: **Working together to shape the future well-being of our watershed.**

# STRATEGIC DIRECTION ONE ▶

## PROTECT PEOPLE & PROPERTY FROM FLOODING & NATURAL HAZARDS

LPRCA fulfills its mandate under the Conservation Authorities Act to protect people and property from flooding and other natural hazards, and to conserve natural resources for economic, social and environmental benefits. This direction ensures our communities are protected and remain resilient.

### OBJECTIVES

- Increase awareness of the social and economic impacts of floods and other natural hazards and the importance of mitigation
- Leverage technology to improve the effectiveness of flood forecasting and warning systems
- Update hazard mapping to further identify flood risk and other natural hazards
- Work with municipal partners, water management agencies and landowners to mitigate hazards and protect and restore the natural features and functions of the watershed
- Complete dam safety plans and evaluate options
- Monitor water quality and report on watershed health

# STRATEGIC DIRECTION TWO ▶

## DELIVER EXCEPTIONAL SERVICES & EXPERIENCES



Ensuring our member municipalities, stakeholders and residents receive the services they need when they need them is at the core of everything we do. This direction demonstrates our commitment to those we serve.

## OBJECTIVES

- Invest in conservation area infrastructure, increasing visitor experiences
- Collaborate with municipal partners to streamline operational practices and provide clear guidance for landowners, consultants and contractors
- Provide opportunities to connect people to nature
- Work with municipalities and other water management agencies on drinking water source protection
- Engage conservation area visitors to maximize their experiences

# STRATEGIC DIRECTION THREE ▶

## SUPPORT & EMPOWER OUR PEOPLE

Nothing in this plan is possible without the efforts of our staff and volunteers making what we do possible. This direction focuses on strategies to support and empower our people.

### OBJECTIVES

- Create a dynamic culture of learning, safety and positivity
- Ensure staff are informed and supported to effectively perform in their roles and to deliver excellent services
- Promote and educate staff about the mandate of LPRCA and the services we provide to the public
- Ensure staff understand how their daily work connects to the strategic plan objectives and direction of LPRCA



# STRATEGIC DIRECTION FOUR ▶

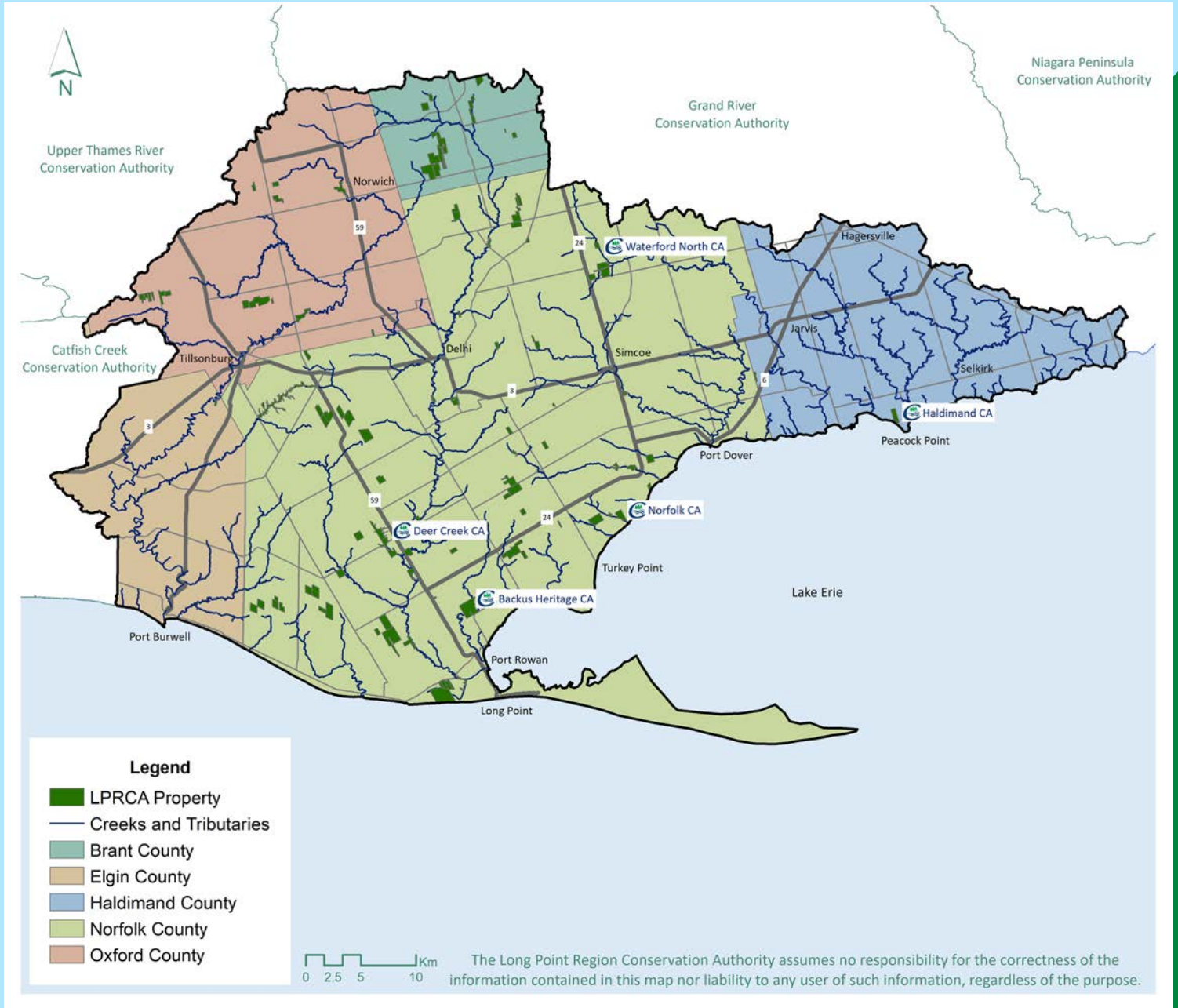
## ORGANIZATIONAL EXCELLENCE

Achieving success in this plan requires that organizational structures, processes and resources are aligned to improve the value of services provided. This direction ensures our organizational sustainability.

### OBJECTIVES

- Design all programs and projects using the best possible measures to ensure that program activities realize the desired results
- Update our website/social media, increasing the usefulness of information and services
- Continue to update corporate policies and implement best practices
- Collaborate and share services, expertise and resources with neighbouring conservation authorities and member municipalities
- Develop management strategies to support conservation areas for sustainable recreation, education and tourism

# THE LONG POINT REGION WATERSHED



# LOOKING AHEAD

The Strategic Plan is a dynamic document and will evolve to include actions to achieve each of our objectives identified under our four strategic directions. The objectives and actions will serve as indicators as to the successful realization of our vision: Working together to shape the well-being of our watershed.

Our successes are the result of the commitment of our staff, volunteers, municipal partners, residents and donors committed to shaping the future well-being of the Long Point Region Watershed.



Member of the  
Conservation Ontario Network

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## THANK YOU TO OUR MUNICIPAL PARTNERS

Municipality of Bayham | County of Brant | Haldimand County | Town of Tillsonburg | Township of Malahide  
Norfolk County | Township of Norwich | Township of South-West Oxford